WHAT IS CLAIMED IS:

1. An ink-jet recording medium for use in an ink-jet image forming method in which a transparent film layer formed on a substrate as coating is placed on an ink-receiving layer of said recording medium, and then the side of said substrate is heated to transfer said transparent film layer on said ink-receiving layer, followed by peeling off said substrate to laminate said transparent film layer on the surface of said ink-receiving layer, said ink-receiving layer containing polyvinyl alcohol and a cross-linking agent.

2. The ink-jet recording medium according to claim 1, wherein the content of said polyvinyl alcohol in said ink-receiving layer is not lower than 30 mass %.

3. The ink-jet recording medium according to claim 1 or 2, wherein the degree of saponification of said polyvinyl alcohol is between 78% and 89%.

4. The ink-jet recording medium according to claim 1 or 2, wherein said cross-linking agent is an isocyanate type compound.

5. The ink-jet recording medium according to claim 1 or 2, wherein said cross-link agent is an epoxy

type compound.

6. The ink-jet recording medium according to claim 1, wherein said ink-receiving layer contains porous inorganic particles.

7. The ink-jet recording medium according to claim 6, wherein said porous inorganic particles are those of silica.

8. The ink-jet recording medium according to claim 7, wherein the average particle diameter of silica is between 5μm and 7μm.

9. The ink-jet recording medium according to claim 2, wherein the average degree of polymerization of said polyvinyl alcohol is between 1,500 and 3,600.

10. The ink-jet printed article comprising the ink-jet recording medium according to claim 1 or 2 having an image formed on the ink-receiving layer thereof, said transparent film layer being formed on said ink-receiving layer as coating.

11. An image forming method comprising the steps of forming an image on the ink-receiving layer of the ink-jet recording medium according to claim 1 or 2 by

ink-jet and coating said ink-receiving layer with the transparent film layer by heating.